

www.Digitaholic.co

1- Strategy & Leadership

By Completing This Path You Will Learn

- Concepts & frameworks of strategy development
- Leading people and managing high performing teams
- Personal development plans & tips to create own sustainable competitive advantage

2- Content

By Completing This Path You Will Learn

- Developing media-agnostic content strategy
- Delivering cross-channel integrated content marketing efforts
- Analyzing and measuring content marketing effectiveness

3- Community management

By Completing This Path You Will Learn

- Community Management 101
- The Social Media Channels Mix
- Best Practices on Social Media Community Management
- The Difference Between Social Channels and Usage For Brands

4- Paid Media (Branding)

By Completing This Path You Will Learn

- Paid Media 101
- Cross-channel branding solutions
- Designing and monitoring KPIs for tracking paid media effectiveness
- How to Manage a Paid Media Campaign/Project for Your Brand/Product
- Data-driven attribution applied to branding activity

5- Paid Media (Performance)

By Completing This Path You Will Learn

- Performance paid media solutions - cross-channel
- Designing and monitoring performance KPIs
- The Ecosystem Of eCommerce
- Running a profitable e-commerce business - KPIs
- data-driven attribution for e-commerce performance

6- Analytics

By Completing This Path You Will Learn

- Analytics 101
- The Integrations Between Analytics & Online Paid Media
- How To Manage an Analytics Dashboard for Your Brand/Campaigns
- How To Generate Reports That Matters for Your Business/Campaign Goals & KPIs
- Data-driven attribution

7- Technology & Development

By Completing This Path You Will Learn

- Tech Trends
- The Ecosystem Of Technology Development
- The basics of tech development: websites, apps, Machine Learning, etc.
- How To Manage & Deliver Technology Projects/Products
- The Relationship Between Technology & Digital Marketing
- Principles of digital design thinking & prototyping

14- Consultancy

13- AI/BI/BigData

By Completing This Path You Will Learn

- Identifying cross-organizational business intelligence needs
- Leveraging digital channels for business intelligence (Social listening, trends tools, etc.)
- Dahsboarding solutions (tableau, etc.)
- Turning data into insights - Frameworks & Storyteling

12- Omni-Channel (Offline Digitization)

- Offline to Online
- Online to Offline
- Customer Journey

By Completing This Path You Will Learn

- Online to offline digital marketing tracking solutions
- Adapting offline marketing in an online-first context
- Managing a 360 Integrated Project
- Digitizing consumer journeys - Design and Implementation

11- Crisis Management

By Completing This Path You Will Learn

- Crisis Management Within The Digital Era
- Crisis Management on Social Media
- Crisis Management Communication Skills
- Best Practices on Brand Reputation

10- Digital PR

By Completing This Path You Will Learn

- Basic Digital PR Skills
- How Digital PR Will Affect and Viral the Brand's Message
- How to Manage a Digital PR project for a Brands and Products
- Best Practices on Digital PR within The Web

9- UX/UI

By Completing This Path You Will Learn

- Principles and best practices of UX/UI
- Solutions for identifying user needs
- Leveraging data to drive UX/UI solutions
- Managing a design process

8- Soft Skills

- Project Managemnt
- Presentation skills
- Outsource
- Feedback Management
- Unconscious Bias
- Partner Management

By Completing This Path You Will Learn

- Project Management Principles and Skills
- Storytelling and presentation skills
- Generating value through outsourcing and partner management

www.Digitaholic.co

1. 14- Consultancy

2. 13- AI/BI/BigData

2.1. By Completing This Path You Will Learn

2.1.1. Identifying cross-organizational business intelligence needs

2.1.2. Leveraging digital channels for business intelligence (Social listening, trends tools, etc.)

2.1.3. DASHBOARDING solutions (tableau, etc.)

2.1.4. Turning data into insights - Frameworks & Storytelling

3. 12- Omni-Channel (Offline Digitization)

3.1. Offline to Online

3.2. Online to Offline

3.3. Customer Journey

3.4. By Completing This Path You Will Learn

3.4.1. Online to offline digital marketing tracking solutions

3.4.2. Adapting offline marketing in an online-first context

3.4.3. Managing a 360 Integrated Project

3.4.4. Digitizing consumer journeys - Design and Implementation

4. 11- Crisis Management

4.1. By Completing This Path You Will Learn

4.1.1. Crisis Management Within The Digital Era

4.1.2. Crisis Management on Social Media

4.1.3. Crisis Management Communication Skills

4.1.4. Best Practices on Brand Reputation

5. 10- Digital PR

5.1. By Completing This Path You Will Learn

5.1.1. Basic Digital PR Skills

5.1.2. How Digital PR Will Affect and Viral the Brand's Message

5.1.3. How to Manage a Digital PR project for a Brands and Products

5.1.4. Best Practices on Digital PR within The Web

6. 9- UX/UI

6.1. By Completing This Path You Will Learn

6.1.1. Principles and best practices of UX/UI

6.1.2. Solutions for identifying user needs

6.1.3. Leveraging data to drive UX/UI solutions

6.1.4. Managing a design process

7. 8- Soft Skills

7.1. Project Management

7.2. Presentation skills

7.3. Outsource

7.4. Feedback Management

7.5. Unconscious Bias

7.6. Partner Management

7.7. By Completing This Path You Will Learn

7.7.1. Project Management Principles and Skills

7.7.2. Storytelling and presentation skills

7.7.3. Generating value through outsourcing and partner management

8. 7- Technology & Development

8.1. Tech Trends

8.2. By Completing This Path You Will Learn

8.2.1. The Ecosystem Of Technology Development

8.2.2. The basics of tech development: websites, apps, Machine Learning, etc.

8.2.3. How To Manage & Deliver Technology Projects/Products

8.2.4. The Relationship Between Technology & Digital Marketing

8.2.5. Principles of digital design thinking & prototyping

9. 6- Analytics

9.1. By Completing This Path You Will Learn

9.1.1. Analytics 101

9.1.2. The Integrations Between Analytics & Online Paid Media

9.1.3. How To Manage an Analytics Dashboard for Your Brand/Campaigns

9.1.4. How To Generate Reports That Matters for Your Business/Campaign Goals & KPIs

9.1.5. Data-driven attribution

10. 5- Paid Media (Performance)

10.1. By Completing This Path You Will Learn

10.1.1. Performance paid media solutions - cross-channel

10.1.2. Designing and monitoring performance KPIs

10.1.3. The Ecosystem Of eCommerce

10.1.4. Running a profitable e-commerce business - KPIs

10.1.5. data-driven attribution for e-commerce performance

11. 4- Paid Media (Branding)

11.1. By Completing This Path You Will Learn

11.1.1. Paid Media 101

11.1.2. Cross-channel branding solutions

11.1.3. Designing and monitoring KPIs for tracking paid media effectiveness

11.1.4. How to Manage a Paid Media Campaign/Project for Your Brand/Product

11.1.5. Data-driven attribution applied to branding activity

12. 3- Community management

12.1. By Completing This Path You Will Learn

12.1.1. Community Management 101

12.1.2. The Social Media Channels Mix

12.1.3. Best Practices on Social Media Community Management

12.1.4. The Difference Between Social Channels and Usage For Brands

13. 1- Strategy & Leadership

13.1. By Completing This Path You Will Learn

13.1.1. Concepts & frameworks of strategy development

13.1.2. Leading people and managing high performing teams

13.1.3. Personal development plans & tips to create own sustainable competitive advantage

14. 2- Content

14.1. By Completing This Path You Will Learn

14.1.1. Developing media-agnostic content strategy

14.1.2. Delivering cross-channel integrated content marketing efforts

14.1.3. Analyzing and measuring content marketing effectiveness